

ROSENFELD 'THE PIONEER OF THE YEAR'

Film Delivery For Western Canada

Announcement from Winnipeg of the establishment of a Western Canada film delivery service has aroused much interest in Manitoba and Saskatchewan exhibitors. Plans are that the new company will operate a fleet of trucks from the Winnipeg film

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AA 13-Wk. Drive Starts October 3

Biggest sales drive to date for Allied Artists Pictures of Canada Limited will get under way October 3, it was announced last week at the company's head office in Toronto by Jack Bernstein, general sales manager. The second drive since the change of

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HELPED DEVELOP NATIONAL DISTRIB SYSTEM AND TRADE PRACTICES

Pioneer of the Year for 1955, selected by a special panel acting for the Canadian Picture Pioneers, is Louis Rosenfeld of Toronto, president of Columbia Pictures of Canada Limited. A popular veteran, Rosenfeld has played

Montreal Wins JARO Drive; St. John Cops Cardinal's

Final standings in the 13-week Tenth Anniversary Sales Drive of J. Arthur Rank Film Distributors (Canada) Limited have been announced from head office in Toronto. At the same time the winners of the separate Billings Drive of the Cardinal Films division of JARO were made known.

Montreal, managed by Bob Johnson, nosed out Frank Scott's Calgary Branch for first place in the JARO Drive. Irving Stern's Toronto office was third.

The Cardinal competition wound up in a very close finish with Saint John just managing to win over Calgary, which was second, and Vancouver.

Frank H. Fisher, JARO general manager, stated that the JARO sales effort was the most successful in the history of the company and expressed his thanks to the exhibitors for the co-operation that made it possible.

an important part in the development of film distribution methods and business practices in Canada since he entered that field in 1912, a year after he came into the motion picture industry as an usher in Brantford, Ontario. He was born in Barrie.

Announcing the selection, N. A. Taylor, president of the Pioneers, said that Rosenfeld would be honored at the annual Pioneer of the Year Award dinner, to be held in the Royal York Hotel, Toronto, on Tuesday, November 1.

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Everybody In Act At Ottawa Show

Two Ottawa service clubs devoted their luncheons to the Ottawa Theatre Managers Association's "Movie Month," hearing speakers on industry subjects. At one a wooden "Oscar" was presented to the mayor and at another a special guest was Will

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Krendel Blitz Chief

The "Profit Blitz For Fitz" drive of Famous Players Canadian Corporation and several partner circuits will be captained by Dan Krendel for all of Canada. Krendel, an Ontario district manager, is considered the circuit's top ballyhooer by many.

Ont. Pioneers' Tourney Hailed As Best Yet

Over 300 members and guests, a complete sellout, at the fourth annual golf tournament of Ontario's Canadian Picture Pioneers saw Nat Taylor, CPP president, present the N. A. Taylor trophy to the foursome from IATSE Local 173, Toronto projectionists union, who carded a 313 to repeat their win of last year. Each member of the team, comprising F. Cox, F. Cross, A. Pura and G. Georgas, received a miniature trophy and a clock lighter.

Runner-up in the team play was the Twentieth Century Theatres foursome captained by Taylor and including R. Auer-

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Sask. Theatre Opens

Hugh Vassos has opened his 600-seat Paragon Theatre in Melville, Saskatchewan. It is the third house in the community.

Stein Heads Variety Nominating Com'tee

Morris Stein, a Past Chief Barker of the Variety Club of Toronto, has been named by Chief Barker Harry S. Mandell to head the nominating committee for the selection of candidates for the 1956 Crew.

With Stein on the committee are Wm. Summerville, Jr., Hye Bossin, Frank Goldhar, Claude Alexander, Al Troyer and R. W. Bolstad.

Those named from the floor at the general meeting will be added to the committee's selections.



Hague Gets the George Ganetacos Memorial Trophy

Arnold Hague (centre) of Associated Screen News Limited, Montreal, is seen receiving the George Ganetacos Memorial Trophy from John Ganetacos (left) and Harold Giles (right), son and son-in-law respectively of the late George Ganetacos, at the second annual Golf Tournament of the Canadian Picture Pioneers (Quebec Division), held recently at the Lakeshore Golf and Country Club. Looking on are Phil Maurice (extreme left) and Fred Peters (extreme right), president of the Quebec Pioneers.

The Trophy, which goes to the player with the low net, is open to Pioneers only and was presented for the first time this year, with Hague's name being the first to be inscribed. A challenge trophy, it will be up for competition each year, the winner receiving a miniature to retain permanently.

Marc Thibeault won the J. H. Strauss Trophy for Low Net (open).

STRAUSS TO REP TOA OF QUEBEC AT USA MEETING

Delegate of the Theatre Owners Association of Quebec to the forthcoming convention of the Theatre Owners of America, with which it recently affiliated, is Joseph H. Strauss, Montreal theatre operator, who is chairman of its executive

board. The convention will take place in the Biltmore Hotel, Los Angeles, October 6-9. The TOAQ came into existence last Fall and E. N. Tabah of Montreal was elected president at its first meeting. Quebec now has two exhibitors' associations.



A HAPPY MUSICAL!
**"IT'S ALWAYS
 FAIR WEATHER"**

in CINEMASCOPE and COLOR

M-G-M presents in CinemaScope . "IT'S ALWAYS FAIR WEATHER" starring Gene Kelly . Dan Dailey . Cyd Charisse . Dolores Gray . Michael Kidd
 Story and Screen Play by Betty Comden and Adolph Green . Music by André Previn . Lyrics by Betty Comden and Adolph Green Photographed in Eastman Color . Directed by Gene Kelly and Stanley Donen . Produced by Arthur Freed



AN ACTION ROMANCE!
**"The Adventures of
 QUENTIN
 DURWARD"**

in CINEMASCOPE and COLOR

M-G-M presents in CinemaScope . Sir Walter Scott's "The Adventures of QUENTIN DURWARD" starring Robert Taylor . Kay Kendall . Robert Morley
 Screen Play by Robert Ardrey . Adaptation by George Froeschel . Photographed in Eastman Color . Directed by Richard Thorpe . Produced by Pandro S. Berman



A THRILLING DRAMA!
"TRIAL"

M-G-M presents "TRIAL" starring Glenn Ford
 Dorothy McGuire . Arthur Kennedy . John Hodiak
 Katy Jurado . with Rafael Campos . Juano Hernandez
 Written by Don M. Mankiewicz from his Harper's Prize Novel . Directed by Mark Robson . Produced by Charles Schnee

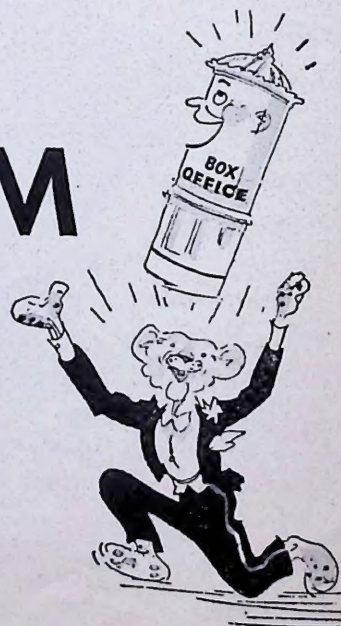


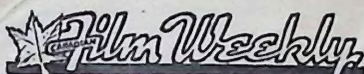
A RIOTOUS COMEDY!
**"THE BAR
 SINISTER"**

in CINEMASCOPE and COLOR

M-G-M presents in CinemaScope . Richard Harding Davis' "THE BAR SINISTER" starring Jeff Richards
 Jarma Lewis . Edmund Gwenn . Dean Jagger . and Wildfire . with Richard Anderson . Willard Sage
 Screen Play by John Michael Hayes . Photographed in Eastman Color . Directed by Herman Hoffman
 Produced by Henry Berman

FROM
M-G-M
 TO GIVE YOUR
 BOXOFFICE A
LIFT!





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PIONEERS' AWARD

(Continued from Page 1)

Chairman of the selection committee was R. W. Bolstad, vice-president of Famous Players Canadian Corporation, and those who served with him were Frank H. Fisher, vice-president and general manager of J. Arthur Rank Film Distributors (Canada) Limited; Hugh Sedgwick of Hamilton, vice-president of the IATSE and its chief Canadian officer; O. R. Hanson, president of Sterling Films Limited; Harold Pfaff, manager of Independent Theatre Services; and Hye Bossin, managing editor of the Canadian Film Weekly.

Rosenfeld was selected, Bolstad's letter to Taylor said, because he was one of the first persons "in our industry to build a national distribution system." In 1912, when he joined the Canadian Film Exchange at its head office in Calgary as a shipping clerk, the physical problems connected with servicing a country larger than the United States — a country with comparatively a handful of picture houses — where many and involved. Business methods, trade practices and terms between the distributor and the theatre operator were still being evolved, since but a few years earlier films were sold outright at so much per foot, resulting in their personal exchange between exhibitors. Thus the term for the distribution office, "exchange," came into existence — which, though outmoded, still endures.

No one in Canada has contributed more to bringing about an economical system of distribution and a sound basis for dealings between the man who controls the film and the one who plays it than Louis Rosenfeld. His relations with exhibitors, Bolstad's letter said, have always been fair and equitable and "he has throughout his career been most generous to all community enterprises and to those less fortunate than himself."

'The Wings Of The Eagle'

Robert Taylor will star in MGM's *The Wings of the Eagle*, which will be based on the life story of the Late Commander Frank "Spig" Wead.

News Notes

ANNUAL ASSOCIATION MEETINGS

Several Canadian motion picture exhibitors associations will have their annual meetings next month, along with provincial or regional branches of the Canadian Picture Pioneers.

On October 3 the Saskatchewan Motion Picture Exhibitors Association, with J. Duane McKenzie of Estevan in the chair, will meet in the Saskatchewan Hotel, Regina.

On October 12 members of the Maritime Picture Exhibitors Association, in the Admiral Beatty Hotel, Saint John, NB, will hear the annual meeting called to order by A. J. Mason of Springhill, NS.

On the evening of October 11 members of the Maritimes division of the Canadian Picture Pioneers will hold their annual meeting in the Admiral Beatty Hotel, at which L. A. Sprague will preside.

C'SCOPE INSTALLATIONS NOW 25,283

On September 16, after two full years, the number of CinemaScope installations in the theatres of the world totalled 25,283 and is expected to reach 32,500 by the end of the year, it is claimed by 20th Century-Fox. It is estimated by the company that the 25,283 figure represents 62 per cent of all the possible installations.

The total for the domestic market, made up of Canada and the United States, represented 77.2 per cent of possibilities as of August and this is expected to hit virtually 100 per cent by the end of the year.

Production of CinemaScope films by major Hollywood studios this year is fully 50 per cent of the total and will be higher in 1956, 20th-Fox states.

OTTAWA FIRM'S SCRIPT CONTEST

Academy Film Productions of North America, Limited, an Ottawa firm recently incorporated by Fred Leavens, a local exhibitor, and Nicholas Kairez, a former Russian film maker, is offering \$6,000 in prizes for winning scripts, from which they hope to make feature-length movies. So The Ottawa Citizen reports. First prize is \$3,000, second \$2,000 and third \$1,000.

The company, with head offices at 1196 Wellington Street, has placed the contest deadline at December 31. Entries must be original, have from four to 12 characters, at least four dramatic conflicts and a plot "based on high moral and religious principles." They must be submitted in complete shooting-script form. Themes must be drawn from Canadian or American life.

If no screenplay meriting production as a motion picture is received, no prize money will be paid, Kairez says. All scripts become the company's property and none can be returned.

BUCHANAN TO NATIONAL GALLERY

Founder of the National Film Society in 1936 and the person mainly responsible for developing the National Film Board's rural circuits, Donald W. Buchanan, has been appointed director of the National Gallery, Ottawa, in charge of special projects.

Born in Lethbridge 47 years ago, Buchanan was educated at the University of Toronto and studied art at Oxford and the University of Paris. He was co-editor of Canadian Art and wrote several books on Canadian painting. After founding the National Film Society, now the Canadian Film Institute, he joined the Canadian Broadcasting Corporation in 1937 to organize the talks division. In 1941 he joined the National Film Board.

He organized the Gallery's industrial design division in 1948.

CANADIAN WAR FILM SUGGESTED

"A Canadian war film would have value both for students of history and for those interested in improving the qualities of citizenship in our country," said The Ottawa Citizen, urging editorially that the millions of feet of wartime footage now in storage be edited to make one. It pointed out that the CBC had been televising British and USA war effort films. The editorial concluded:

"The National Film Board could no doubt do the job. It has a distinguished record in producing documentaries that are well-balanced, factual, sober and yet dramatic. But there is no money in its budget for this purpose. Unquestionably, extra staff would be needed to examine the large amount of film in hand and to put the final documentary together. It is for the government to take the initiative and for Parliament to vote the money for a project which would have lasting usefulness."



THE changing pattern in our business seems to cast an interesting shadow toward the immediate future. There is strong evidence that on the economic front conditions are improving. Unemployment is decreasing and generally there is a greater spirit of optimism than prevailed a year ago. Business conditions are improving in many places and this should lead the exhibitor to scan more boldly his admission price picture.

The outlook for screen entertainment in the next few months appears to be quite bright. The quality of forthcoming product is higher and there is some increase in numbers. This does not mean that there will be sufficient pictures for the exhibitors to dissipate any, but certainly there will be more pictures than in the past years and some alleviation of the seller's market.

In some areas the TV storm has blown itself out because TV sets have been paid off and because a segment of the public at least has been satiated with TV-type entertainment and is again looking to the motion picture theatre for the diversion and pleasure they have come to associate with motion pictures and the new screen techniques.

However, one must not discount the opposition of forthcoming TV shows. Never before has there been such concentration on the part of the big American networks on "spectaculars" and other attention-getting top talent and shows. All of these are not available in most Canadian situations, but there is enough for us to see and recognize that TV will always be a formidable competitor. The picture will not necessarily be brighter for those theatres which have been counted out because of the changing pattern, but those which are in business to stay can look to a future with brightening prospects.

Only one more matter remains to make the picture a comparatively bright one. A recent article in *Variety* discusses the fact that our business is lacking in sales gimmicks. It points out that most businesses today, even though they are turning out or selling fine product, seem to find it necessary to have an additional lure in order to obtain the public's spending dollar.

While fine jobs of showmanship are being done by managers individually, nothing overall is being offered to lure the public out of their homes or away from competing mediums of diversion. There is no ancillary sales gim-

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PIONEERS' GOLF

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bach, B. Herman and D. Romberg. Each member was presented with a miniature trophy and a travel clock.

The most successful affair of its kind ever held in the film industry in Canada, the tourney taxed the resources of the St. Andrew's Golf Club to its absolute limit and there is no doubt that if more accommodation had been available more tickets could have been sold. As it was there were quite a few disappointed. The weather was bright and sunny, with a temperature in the low 80's.

The Famous Players trophy, symbolic of victory in A Flight of the individual low gross, was presented to Bob Dale by Morris Stein, CPP vice-president and Famous Players executive. Ralph Dale accepted the miniature trophy and clock lighter for Bob, who was forced to leave early. Runners-up were H. Usher and D. Carman.

Winner in B Flight was F. Price, who was presented with the Projectionists Local 173 trophy, the miniature and a clock lighter by James Sturgess, president of Local 173. F. Baldassari and A. Hanson were the runners-up.

Harry S. Mandell, chief barker of the Toronto Variety Club, presented the Twentieth Century Theatres trophy and a \$15 merchandise certificate to E. Huber, winner in C Flight. Second was F. McGee and F. Young was third.

The Canadian Film Weekly trophy for individual low net for 18 holes was captured by Martin Bloom and he was presented with the trophy and a silver water pitcher by Hye Bossin, managing editor. H. Fingold and C. Sodert finished closest to Bloom.

Dave Ongley, legal advisor of the CPP, presented the Tom Daley trophy and a dozen golf balls to Martin Freedman for the low gross for 18 holes open to bookers only. Herb Black and Jerry Bermack were the runners-up.

Individual low gross for the first nine holes was turned in by Peter Myers, who took as a prize a dozen golf balls, and second was Gordon Lightstone, Jr. Winner on the second nine holes and the recipient of a similar prize was Ralph Dale, with Harry Lester next. Highest score on the first nine and a golfer's ash-tray went to G. Mayes and on the second nine to Johnny Roulston, who won a Calibri lighter.

A Polarmat tankard and the Theatre Confections Limited trophy for guests from affiliated industries were presented to W. Goodison for individual low gross by Jack Fitzgibbons, Jr. of The-



Scenes at the Ontario Pioneers Annual Tournament

The IATSE foursome repeated its victory in the Ontario Picture Pioneers annual tournament and in the top photo we see N. A. Taylor, president of the Canadian Picture Pioneers, presenting his challenge trophy to the winners. In the photo, from left to right, are Jimmy Sturgess, president of the Toronto projectionists union; Frank Cox, Andy Pura, Taylor, Fred Cross and George Georgas of Owen Sound. Sitting is Morris Stein, CPP v-p.

A sunny scene is the second picture, which shows, from left to right, Lionel Lester, Gerry Collins, Walter Kennedy, Curly Posen, Orville Fruitman and Sammy Lambert.

20th-Fox' 'Windblast'

Virginia Leith, Twentieth Century-Fox contract player last seen in *Violent Saturday*, has been named to the cast of the forthcoming CinemaScope production, *Windblast*.

atre Confections. C. Lynch finished second and B. Maidenberger third. Individual low net and a silver jug was captured by J. McCrindle and P. Doyle was second and D. Gunn third.

Other prizes for golfers went to Jim Hardiman, F. Wilson, M. Callaghan and E. Georgas. The putting prizes for non-golfers went to J. Gunyou, Archie Laurie, John Heggie, Marc Hirsch, Isser Slingerman and Doug Clark. Winner of the gin rummy tournament was Joe Bermack, who defeated Harry Ginsler in the finals.

Dan Krendel, committee chairman, acted as toastmaster. He thanked the committees and the prize donors and announced that over \$300 would go to the CPP Benevolent Fund as a contribution from all the ticket buyers. He introduced Taylor, who thanked Krendel and his committees and read a telegram of greetings from Oscar Hanson, honorary CPP president, absent because of illness.

The committees did an unparalleled job. Some 370 prizes

Republic Casts Stars

Macdonald Carey, Patricia Medina and Skip Homeier star in Republic's *Stranger at My Door*, which is under way with William Witney directing for associate producer Sidney Picker.

were gathered, 300 of them going as door prizes. The grand prize—a one-week stay for two at the Algiers Hotel in Miami, Florida—was won by Eugene Fitzgibbons. It was drawn at the dinner, as were three jackpot prizes and a weekend trip for two to Niagara Falls.

Heads of the committees were: Tickets—Joe Bermack; Prizes—Al Perly; Trophies—Cecil Black; Dinner—Fergie Martin; Tournament—Al Troyer; Gimicks—Andy Rouse; Out-of-Town—Irving Stern; and Publicity and Non-Golfer Competitions—Max Chic.

OUR BUSINESS

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mick such as is being employed by other businesses. Top motion pictures are getting more money than ever, but all pictures cannot fall into this category and plenty of fine entertainment is not getting the dollar return it merits. A good idea along these lines would very well brighten our economic picture quite considerably.

Short Throws

TECHNICOLOR processes are being expanded to include 65 mm. film "in response to producer requirements," Herbert T. Kalmus, president and general manager, reported recently. He stated that from the large area 65 mm. negatives it will be possible to make release prints in virtually any aspect ratio on any gauge film from 16 mm. up.

NUMBER of sales divisions of Paramount Pictures in the United States will be increased from six to seven when the newly-created Rocky Mountain Division starts operating in October. Headquarters will be in Denver, Colorado and manager will be Phil Isaacs, formerly Washington branch manager.

POWER increase from 117 kw video, 59.6 audio, to 325 kw video, 195 kw audio for the London, Ontario TV station, CFPL-TV, has been approved by the CBC Board of Governors. The transmitter is owned by the London Free Press Printing Company Limited and televises on Channel 10.

NO FILMS made subsequent to August 1, 1948, will be released to TV in the immediate future, Republic Pictures reassured theatre men last week after signing a consent decree settlement in the USA Government's anti-trust action against Hollywood studios refusing to licence for television available 16 mm. prints of theatrical pictures. Republic has already licenced 80 per cent of its films to TV made prior to August, 1948, and therefore has fulfilled that clause in the decree. The company has two years after negotiations with interested parties—talent guilds and participating partners—before it is called on to release any films made after that date.

FULL-PAGE ads in each Ottawa newspaper, paid for through small ads from members, were placed by The Kiwanis Club of South Ottawa for its six-show presentation of its Travel and Adventure Series. Season tickets are \$5. Service clubs have become Ontario's busiest promoters of entertainment, most of it competitive with movie houses.

CHARGE account idea has been inaugurated by Cinerama in Pittsburgh, where any person holding an air travel card and several other types of credit cards can present them for admission. The idea will be extended to other Cinerama exhibitions in the USA and Canada.

OTTAWA SHOW

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McLaughlin of The Ottawa Journal, who had been honored by the Canadian Picture Pioneers last Fall as the dean of this country's motion picture commentators. The city's leading theatre managers were guests at both luncheons, which were held in the Chateau Laurier.

The Lions Club luncheon, at which Don Henshaw of Toronto was the speaker, was highlighted by Don Watts, president of the Association, handing the "Oscar" to Mayor Charlotte Whitton for "continued outstanding performance of duties" and for—as the inscription said—the "Best Performance by a Leading Lady." Henshaw, Motion Picture Association of America representative in the Canadian Co-operation Project through the MacLaren Advertising Agency of Toronto, spoke of Hollywood's aid to Canada's Victory Loan campaigns, claiming that it had spent \$15,000,000 of its own money in the course of it.

The Kiwanis Club luncheon heard Frank H. Fisher of JARO, who was introduced by Ray Tubman of the Capitol Theatre, tell of Ottawa's place in Canadian motion picture history, the Holland Bros. of that city having presented Edison's Kinetoscope peepbox to the world in New York in 1894, while Canada's first screen projection was seen in the Capital in 1896. He described the industry's half century of progress.

The Kiwanis presented a skit about an old-time Nickelodeon. During the meeting Fisher asked how many present hadn't gone to the movies in six months and quite a few hands went up. These were given passes by the managers as encouragement towards resuming attendance. It was at this meeting that Will McLaughlin was introduced to prolonged applause.

Special guests introduced by James Hillock, a past president of the club, were Don Stapleton, owner of the Centre Theatre; William Cullum, Regent Theatre; Peter Sturgeon, Imperial Theatre; Morris Berlin, Somerset Theatre; Ray Tubman, manager of the Capitol and dean of the Ottawa Theatre Managers Association; Don Watts, Rideau Theatre; Frank Gallop, Centre Theatre; Ernest Warren, Elgin Theatre; James (Jim) Chalmers, Odeon Theatre; and Casey Swedlove, Linden Theatre.

Theme of the Ottawa celebration, which has provided a format for exhibitors in other cities, is the 50th anniversary of the movie theatre, this being dated from John P. Harris' Pittsburgh Nickelodeon. A great parade was held through the downtown streets.



MRS. EVA DELANEY, that fine old-time showman from Gananoque, is very ill and her many friends in the industry are praying for a speedy recovery . . . CBC, I hear, has rented the ground floor of that new building on Wellesley Street, bringing its Toronto locations to 14 . . . Les Hawley, manager of Fred



Fink's Kenwood, advertised a "Rosh Hashonah Show—The Jazz Singer and The Eddie Cantor Story" . . . Ernie and Fran Rawley arrived at right seats on the right night for the Crest's Marceau show—but a week ahead. That's why that fuss in the aisles. Ernie, you know, runs the other legit house in town . . . Wedding bands almost a half-inch wide, as introduced by Jack Levy, are bringing in the young marrieds off Yonge Street . . . New form of daring is smuggling a dozen banned magazines from Ontario, where they are permitted, to Quebec, where they are not . . . After hearing some of the prices I have concluded that "hi-fi" is the short form of "high finance" . . . I suppose you couldn't care less, but I'm told that the tourist crush has caused expatriates, usually bohemians and self-estimated intellectuals, to take it on the lam for the roomier Fiji Islands . . . It has become the fashion for successful schnooks being interviewed to account for their success by saying: "I like people." Flies like people. So what? . . . USA's annual popcorn bill is \$375,000,000, says T. J. Sullivan of the IPA. Surely Canada's can't be \$37,500,000? Must ask Frank Streen about that.

SAM GOLDWYN is a great one for the GG's. His latest string of five fillies were led around locally for him by MGM's Chet Friedman, who had them out to the Woodbine racetrack, where even the big losers felt a little better after a look. The GG's are the Goldwyn Girls, the present group being Jann Darlyn, Larri Thomas, Barbara Brent, Madelyn Darrow and June Kirby.

These are some of the dolls from Goldwyn's Runyon-derived romp, *Guys and Dolls*, and they're dillies. They're just the weenchiest bit from a \$5,500,000 production that is the trade's first 90 per center. They were all bright kids who caused male eyeballs to whirl wherever they went. After stimulating interest in several USA cities they got to their only Canadian stop, where they put in almost three days, one a Sunday.

Chet had them at an Eaton's fur fashion show, in the office of Mayor Nathan Phillips, at the Juke Box Operators' convention and on CFC-TV's *Tabloid*.

I met them at a luncheon in the Club One Two and I had to try eating and looking at some of them at the same time. Those cuts and small holes on my face are from the knife and fork when I missed the opening. The greatest tribute to them is that it didn't seem to matter at the time. To stare is human. At them, anyway. They tell me that the picture, set for a November bow, takes command of your vision that same way.

GERALD PRATLEY, CBC network film commentator, will be in Hollywood in early October . . . Tom Briggs is now editor of *Canadian Television and Motion Picture Review*, which I hear will be called *Vision* hereafter . . . Some folks will bet that the one-time film industry figure, Harry Sedgwick, will have a stake in the first private TV station in Toronto through his interest in CFRB . . . Ontario Pioneers golf tournament was nothing short of a fabulous success. The Quebec Pioneers tourney was also great, I hear. There Willie Elman told Tom Cleary that it would be his first game in seven years, which caused the latter to remark that he managed to play once a year. "No fair," beefed Willie. "You've been practising" . . . Latest thing with the jokers is to attach an old-time klaxon-type horn to their Buicks or Cadillacs. The guy ahead, looking back for a Model T Ford, does a double-take . . . Cartoon idea: One of those trucks with a hydraulic overhead platform that is used for fixing street wires pulls into a drive-in. One of the guys on top, leaning down, addresses the cashier: "Two in the balcony" . . . Reporter who didn't like or dig sports was transferred to that department. One night an excited guy called to tell about a no-hit game. "Don't bother me," said the reporter. "No hits, no runs—what's there to write about?"

JARO Eyes USA, Flexes Muscles

Echoes of 1943, when the J. Arthur Rank interests frankly proclaimed their intention of fighting USA domination of the world film market, were heard in London recently as the British leader, through his annual report, and his chief officer, John Davis, were strongly critical of their treatment in the rich American market.

"We have maintained our position in Canada and are securing a greater number of contracts per film than ever before," and this has helped the adverse effect on income from conditions affecting the industry as a whole, he reported to shareholders. He then stated that "in our opinion we are not receiving a fair return from this market, but its problem is constantly before us and is constantly under review."

After the report was made available a press conference heard John Davis say that USA promises of a fair chance for British films in that country were mere lip service and that the beneficial results would have been obvious by this time had expressed intentions of aid been sincere. Rank's statement had said that without the Quota Act and other legal protection many smaller British producers would be out of business. Davis seemed to be touching on this when he referred to "more theatres coming into association with non-British interests" which relied on these interests for product.

In 1943 Rank said he could build up a world market for British films without USA co-operation in four years but he urged a continuation of common action as represented by wartime mutuality. "If a fight were forced on me I am ready and in a position to fight back with or without collaborating with Hollywood." He is now preparing to set up exchanges in South America.

Soon after he entered the USA domestic film market—the USA and Canada together—by a distribution partnership in Canada and a theatre building program followed in competition with Famous Players, a USA-controlled circuit, and other operators. He acquired his partner's distribution holdings later. In 1943 Canadian Film Weekly had noted his position before he entered this country in an article called "The Battle of Motion Picture Imperialisms."

Rank's companies showed a record profit last year and he may use some of this, the British Government willing, to build the USA theatres he talked about last year—and perhaps open his own exchanges.

FILM DELIVERY

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exchange along major provincial highways to pick up and deliver films and advertising from theatres along the route. Carbons and tickets will be delivered to exhibitors requiring them at no extra charge.

Incorporated under the name of Paragon Theatre Services Limited, the delivery service will operate out of 310 Colony St. on Filmrow in Winnipeg and is a subsidiary of Paragon Theatres Company Limited, whose officers are Joe Harris and Hugh Vassos. Submission of a preliminary brief as well as three hearings were required by the Motor Carrier Branch of the Manitoba Public Utility Board before the film delivery was granted PSV rights in the province and classified as a federal carrier. Trucking and railroad association representatives took an active interest and participated in the hearings. The Saskatchewan Highway Traffic Board also granted equal rights to Paragon after the presentation of an extensive brief and questioning in Regina.

Letters from circuit and independent exhibitors of both provinces were filed with the respective boards to prove the service was desired by theatre owners for reasons other than economic ones. Exhibitors who have always deplored their excessive express charges because of their distance from Winnipeg will finally receive relief through the reduced flat monthly rates to be charged by the new company. John Ferguson, Famous Players' Western supervisor, said in his letter: "We are pleased to hear that finally something concrete is being done about film delivery service in Western Canada. We approve 100 per cent the plan of Paragon to inaugurate a country-wide film delivery service from the Winnipeg film exchange." Equal support came from Odeon-Morton Theatres' general manager, H. W. Hurwitz: "Of all the problems of theatre management, never has there been a greater need for a better country film delivery service."

To go into operation shortly is the Winnipeg-Regina-Moose Jaw-Souris route, servicing all theatres along Highway No. 1, Sask. Nos. 33, 13 and Man. No. 2. Other routes to be successively established are to Saskatoon; through southern Manitoba - Saskatchewan; the north run through Dauphin-Yorkton-Melville; and other tributaries where the boards have granted the rights to Paragon.

Ben Sommers, appointed manager of the Paragon film delivery, made these comments about the new service: "The entire project will be geared to



One of the Floats in Ottawa 'Movie Month' Parade

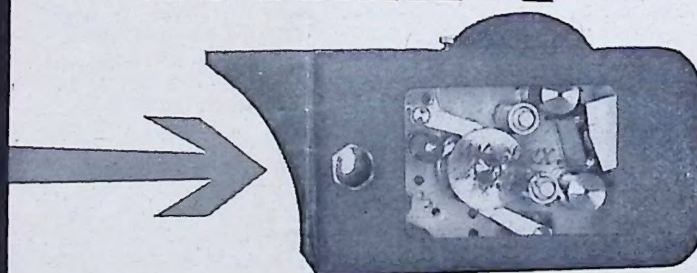
This float in the great parade celebrating Ottawa's "Movie Month" was created by the Ottawa Theatre Managers Association. It recalls the progress of the movies for the viewer.

the traditional motto . . . 'the show must go on.' Drivers will be bonded, uniformed, drive the latest equipment and be devoted exclusively to the fast, courteous delivery of film and advertising. Regardless of weather or other handicaps, Paragon intends to fulfill its obligations to the exhibitor by whatever physical means exist under the circumstances."

The formation of this film de-

livery project is a direct result of incessant demands by Western exhibitors at annual association meetings that something be done about existing express rates, which may spiral. As president of the Manitoba Motion Picture Exhibitors Association, Sommers has been fully aware of this unsatisfactory situation and together with Harris and Vassos formed the new outfit to solve the problem.

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DS-55-22

News Clips

Canadian actress Suzanne Cloutier of Ottawa won praise for her role of Desdemona in *Othello*, in which Orson Welles stars, at the New York preem of the film . . . Jacques Sauriol, a member of the Quebec Board of Cinema Censors and one of the staff of the tabloid, *Nouvelles et Potins*, was one of those charged with libel and obscene publication in Montreal Mayor Jean Drapeau's crack-down on scandal sheets for attacks on Pacificque Plante, assistant director of police. Sauriol opposed Drapeau in the last election . . . First commercial TV programs in the UK were presented on September 22.

Saskatoon's crown attorney has launched an appeal against the decision dismissing the charges that Foto-Nite is a lottery . . . Intensified all-media backing will be given UA's Gentlemen Marry Brunettes in each key opening with the allocation of a \$500,000 promotion budget . . . Robert Gordon Edwards has left Italian Films Export to become director of the newly-created public relations department of Titanus Films, Italy's largest and oldest production outfit. The company plans a big foreign expansion program . . . Special programs at the Glebe, Ottawa, include Richard Dyer-Bennett and Marcel Marceau.

Dividend of 37½ cents payable on September 28 for the quarter ending September 30 has been declared by Famous Players Canadian Corporation . . . Transmitter tests are under way for Canada's newest TV station, CKBB-TV, Barrie. Experiments show that the new Channel 3 station does not interfere with reception from the two Buffalo stations on Channels 2 and 4. Construction is under way for Lethbridge's TV station and it is expected to go into operation this year. Westinghouse is supplying the equipment.

Walt Disney's latest True Life Adventure feature, *The African Lion*, is breaking house records in its first engagements in the USA . . . Sale of the *Orpheum* in Fort William, Ontario, by Famous Players was commented on in a nostalgic editorial in the *Fort William Daily Times Journal* . . . Ralph Budd, personnel director for Warners, will make 30 speeches in and around NY to service organizations on "What Is a Motion Picture" . . . The Chatham, NB, Commercial World reprimanded editorially children and their parents for wanton damaging of theatre property.

AA 13-WK. DRIVE

(Continued from Page 1)

franchise a year ago, the sales effort will run 13 weeks and end December 31, 1955.

During the new Sales and Booking Drive, Allied Artists will be releasing some of the most important product in the history of the company, Bernstein said. Following Wichita, in CinemaScope and Technicolor, starring Joel McCrea, Vera Miles, Lloyd Bridges, Wallace Ford and Edgar Buchanan, will be The Phenix City Story, the highly dramatic and true story of corruption, gambling, prostitution and murder in Phenix City, Alabama and actually filmed in America's "City of Sin," The Warriors, in CinemaScope and Technicolor, starring Errol Flynn, Joanne Dru, Peter Finch and Yvonne Furneaux; Gunpoint, in CinemaScope and Technicolor, starring Fred MacMurray, Dorothy Malone, Walter Brennan and Tommy Rettig; and Walter Wanger's production of The Body Snatchers, in SuperScope, starring Kevin McCarthy, Dana Wynter, King Donovan and Jean Willes.

These four major attractions will be released, one every three weeks, from October 3 to the end of the year. The special attractions will be augmented, during the new Sales and Booking Drive, with a steady flow of regular product.

The following is a partial list of the upcoming films:

Night Freight, starring Forrest Tucker, Barbara Britton, Keith Larsen and Thomas Gomez; Wicked Wife, with Nigel Patrick, Beatrice Campbell, Moira Lister and Betty Ann Davies; The Return of Jack Slade, in SuperScope, with John Ericson, Mari Blanchard, Neville Brand and Casey Adams; Bobby Ware Is Missing, with Arthur Franz, Jean Willes, Neville Brand and Walter Reed; The Toughest Man Alive, with Dane Clark, Lita Milan, Anthony Caruso and Ross Elliott; Paris Follies of 1956, with Margaret and Barbara Whiting, Forrest Tucker and Dick Wesson, photographed in EastmanColor; Shack Up on 101, with Terry Moore, Frank Lovejoy, Keenan Wynn and Lee Marvin; Calculated Risk, with Tom Drake, Beverly Garland, Bill Elliott and Helene Stanton; and two Bowery Boys comedies, Jail Busters and Dig That Uranium, with Leo Gorcey, Huntz Hall, Bernard Gorcey, and Mary Beth Hughes.

IT'S ALWAYS FAIR WEATHER

with Gene Kelly, Dolores Gray, Cyd Charisse, Dan Dailey, Michael Kidd.
(CinemaScope-EastmanColor)

MGM 102 Mins.
LIGHT, AMUSING, ABOVE-AVERAGE MUSICAL SOME FUNNY SPOOFING OF TELEVISION AND ITS ADVERTISING HABITS AND INTRODUCING A FINE SINGING COMEDIENNE, DOLORES GRAY.

Exercising its dependable musical talents, MGM has come up with another above-average song-and-dance show in It's Always Fair Weather. Producer Arthur Freed has brought forth a warm, amusing, easy-to-take picture.

Relating a tale of three veteran buddies who meet 10 years after the war and the comic misadventures rising out of the reunion, the film features some very pleasant dancing by Miss Charisse and Messrs. Kelly, Dailey and Kidd and a serviceable score of new songs by Previn, Comden and Green.

The picture is given a big boost by the presence of Dolores Gray, a new singing comedienne who is not only hilarious as a kind of frenetic Faye Emerson on a program, which is clearly a take-off on This Is Your Life, but who can deliver an ordinary song in a style that makes it seem much better than that.

It is Miss Gray and some satirical comments on television and ad men which raise the picture above its class. Miss Comden and Green are also responsible for the story and screenplay and they have a lot of fun with the sob-and-be-rewarded video shows and with the peculiar vocabulary of the advertising world, particularly with the use of "wise" with every noun, as in "dinner-wise," "career-wise," "video-wise," etc.

Outstanding are a patter song in which Dan Dailey rings out all the possible variations on the "wise" gimmick; an operatic-style trio done by Kidd, Kelly and Dailey to a Johann Strauss tune; Miss Gray's belting delivery of Thanks, But No Thanks, and the TV show which gives the film a rough, funny climax.

CAST: Gene Kelly, Dolores Gray, Dan Dailey, Cyd Charisse, Michael Kidd, Hal March, David Burns, J. C. Flippen.

CREDITS: Producer, Arthur Freed; Director, Gene Kelly and Stanley Donen; Story and screenplay, Betty Comden and Adolph Green; Photography, Robert Bronner.

DIRECTION: Very Good.
PHOTOGRAPHY: Capable.

WB Buys 'Band Of Angels'

Warners has acquired Robert Penn Warren's new novel, Band of Angels.

SUMMERTIME

with Katharine Hepburn, Rossano Brazzi.

(Eastman Color Print by Technicolor)
UA 99 Mins.

FINE HEPBURN, BRAZZI PERFORMANCES, MAGNIFICENT VENETIAN PHOTOGRAPHY HIGHLIGHT SCREEN TREATMENT OF LAURENTS' PLAY, TIME OF THE CUCKOO, AND SHOULD PUSH IT UP THE LADDER OF BOXOFFICE SUCCESS.

Summertime, the David Lean, H. E. Bates screenplay, directed by Lean, and based on the Arthur Laurents play, Time of the Cuckoo, has a number of good qualities to push it up the ladder of boxoffice success. Its stars, Katharine Hepburn and Rossano Brazzi, are suited to their roles and carry them out in fine style; its camera work by Jack Hildyard is extremely good, encompassing not only the city's (it was filmed entirely in Venice) more notable attractions, but its lesser travelled byways as well.

The theme, which tells of a none-too-youthful secretary who comes to Venice to vacation and finds refuge from her loneliness in the company of a married man, is a plausible one, but its telling has been stretched by Director Lean till much of the sparkle is gone. Producer Ilya Lopert has given it a first-class production, and the general handling is forceful.

Miss Hepburn, whose outstanding personality is an integral part of every portrayal she essays, has once again found a part she fits to perfection. Her interpretation of the secretary who finds herself in the romantic, care-free city of Venice with out companionship, is done to perfection, and her co-star Brazzi, is equally commendable as her lover.

CAST: Katharine Hepburn, Rossano Brazzi, Isa Miranda, Darren McGavin, Mari Aldon, Jane Rose.

CREDITS: Producer, Ilya Lopert; Director, David Lean; Screenplay, David Lean, H. E. Bates; Based on the Broadway play, The Time of the Cuckoo by Arthur Laurents; Associate producer, Norman Spencer; Photography, Jack Hildyard.

DIRECTION: Forceful.
PHOTOGRAPHY: Wonderful.

Virginia Mayo Added To New RKO Film

Virginia Mayo has joined the all-star cast which Edmund Grainger is assembling for Great Day in the Morning, the screen version of the best-seller by Robert Hardy Andrews which is shooting in Silverton, Colo.

Miss Mayo will star with Robert Stack and Ruth Roman in the Technicolor-Superscope production which is scheduled for RKO distribution.

THE MAN FROM LARAMIE

with James Stewart, Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol, Aline MacMahon.

(CinemaScope-Technicolor)

Columbia 104 Mins.
EXCEPTIONALLY GOOD WESTERN OFFERING PLENTY OF ACTION AND A PANEL OF FINE PERFORMANCES SLATED FOR HIGH GROSSES.

Based upon a Saturday Evening Post story by Thomas T. Flynn, The Man From Laramie has been turned into a first-class screenplay by Philip Yordan and Frank Burt, and tightly directed by Anthony Mann.

The William Goetz production offers Technicolor, CinemaScope photography ably lensed by Charles Lang. The musical score by George Duning, as conducted by Morris Stoloff, is an exciting undertone to the continual action.

An exceptionally good cast has been assembled for this top-drawer Western: Jimmy Stewart, Arthur Kennedy, Donald Crisp, Alex Nicol, Aline MacMahon, Wallace Ford and Cathy O'Donnell. Their performances offer the ingredients which please most audiences.

Another element for audience satisfaction is continual, clearly defined action, although several of the sequences may be slightly rough for all viewers. The brutality underlining Nicol's portrayal may appear just a bit too realistic in spots.

CAST: James Stewart, Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol, Aline MacMahon, Wallace Ford, Jack Elam.

CREDITS: A William Goetz production; Director, Anthony Mann; Screenplay, Philip Yordan, Frank Burt; Based upon a Saturday Evening Post Story by Thomas T. Flynn; Photography, Charles Lang.

DIRECTION: Excellent.
PHOTOGRAPHY: Very Good.

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